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Title:	WIOA Guidance-Social Media	
Program:	Workforce Innovation and Opportunity Act	
Effective:	July 31, 2017	
Revision #:		

Purpose: To establish guidelines on the use of social media to reach a broader audience and inform the region of activities and services available through the WDB-MOV and WIOA.

Background: Social media will be used to keep people informed of WIOA activities and services available to them. Social media includes the WDB-MOV website, Facebook, LinkedIn, and other media pages/accounts as appropriate to reach the targeted audience. All content will be professional, appropriate and reflective of the goals, mission and vision of the Workforce Development Board Mid-Ohio Valley.

Policy: WDB-MOV staff will post professional information based on programs, services and the WDB-MOV mission and vision. Contractor staff may be responsible for all or parts of some website/social media posts. (MOV Job Group) These social media platforms are not for personal use but will contain appropriate professional information as it relates to WIOA and the WDB-MOV's mission and vision. The following will apply:

- Each media account will have at least 2 persons as administrators to the account, one of them must be a WDB-MOV staff person.
- Login, account creation and password information must be available to WDB-MOV staff for all social media accounts and filed in a secure location.
- Media accounts are connected to personal accounts for login purposes, but use the WDBSocial@movrc.org email to answer questions from followers.
- WDB-MOV staff may post as themselves on the various accounts, keeping the post related to professional issues of WIOA. (a good social media practice)
- WDB-MOV staff have oversight and monitoring responsibilities for all social media accounts/postings, including updates, linking of sites, etc.
- WDB-MOV and contractor staff will not use their personal accounts to interact with customers in conducting WDB-MOV business.

The following is prohibited when posting on any WDB-MOV social media site:

- Religious or Political statements, issues, or events.
- Posts that indicate any kind of discrimination.
- Vulgar, or offensive posts.
- Information that could compromise one's safety.

Action: WDB-MOV staff will share social media links with partners, board, committee members, staff and contractors to use as a tool for the promotion, outreach and recruiting of eligible customers, and to promote WDB-MOV activities. Insights gained from the use of the website and social media will be provided at board meetings as appropriate.

Expiration Date: Effective until rescinded or modified by the Workforce Development Board Mid-Ohio Valley.

